



NEVADA
COMMISSION
ON TOURISM

Discover *the* Facts

SECOND QUARTER
2008 VOLUME XVI

A Digest of Statistical Information on the Nevada Tourism Industry



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NEVADA
COMMISSION
ON TOURISM

Visitor Volume

The number of visitors to Nevada.

MONTH	2006	2007	PERCENT CHANGE
July	4,962,424	4,951,404	(0.2%)
August	4,828,602	4,855,796	0.6%
September	4,519,100	4,582,332	1.4%
October	4,665,863	4,576,691	(1.9%)
November	4,118,438	4,197,123	1.9%
December	4,124,411	4,179,846	1.3%

MONTH	2007	2008	PERCENT CHANGE
January	4,361,312	4,105,000	(5.9%)
February	4,175,696	4,185,013	0.2%
March	4,910,243	4,619,041	(5.9%)
April	4,547,530	4,408,812	(3.1%)
May	4,616,031	4,585,859	(0.7%)
June	4,669,235	4,438,632	(4.9%)
TOTAL	54,498,886	53,685,550	(1.5%)

Second Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	9,977,554	9,840,714	(1.4%)
Laughlin	808,499	745,547	(7.8%)
Mesquite	400,302	401,722	0.4%
Washoe County	1,323,441	1,160,319	(12.3%)
All other counties	1,323,000	1,285,000	(2.9%)
TOTAL (State)	13,832,796	13,433,302	(2.9%)

Information contained throughout this publication is updated quarterly to reflect revisions to current and prior year's monthly data.

Convention Attendance

The number of delegates attending conventions in Nevada.

MONTH	2006	2007	PERCENT CHANGE
July	458,497	311,473	(32.1%)
August	670,014	778,561	16.2%
September	454,044	448,544	(1.2%)
October	580,999	465,114	(19.9%)
November	675,955	670,701	(0.8%)
December	212,930	167,922	(21.1%)

MONTH	2007	2008	PERCENT CHANGE
January	851,031	738,844	(13.2%)
February	980,861	937,122	(4.5%)
March	766,204	675,238	(11.9%)
April	592,754	609,953	2.9%
May	607,687	610,639	0.5%
June	508,926	517,309	1.6%
TOTAL	7,359,902	6,931,420	(5.8%)

Second Quarter 2008 Area Highlights

AREA	2006	2007	PERCENT CHANGE
Clark County:			
Las Vegas	1,454,034	1,485,842	2.2%
Laughlin	45,858	47,002	2.5%
Washoe County	86,208	87,325	1.3%
All other counties	123,267	117,732	(4.5%)
TOTAL (State)	1,709,367	1,737,901	1.7%

Occupancy Level

A percentage based on room nights occupied and total room nights available.

MONTH	2006	2007	NET CHANGE
July	87.8%	87.5%	(0.3%)
August	87.5%	86.9%	(0.6%)
September	87.1%	86.9%	(0.2%)
October	85.9%	86.7%	0.8%
November	81.2%	80.7%	(0.5%)
December	75.1%	75.4%	0.3%

MONTH	2007	2008	NET CHANGE
January	79.8%	78.4%	(1.4%)
February	85.6%	83.3%	(2.3%)
March	89.5%	85.8%	(3.7%)
April	88.4%	84.3%	(4.1%)
May	87.1%	83.9%	(3.2%)
June	87.9%	84.1%	(3.8%)
MONTHLY AVG	85.2%	83.7%	(1.5%)

Second Quarter 2008 Area Highlights

AREA	2007	2008	NET CHANGE
Clark County:			
Las Vegas	92.6%	89.6%	(3.0%)
Laughlin	75.1%	72.1%	(3.0%)
Mesquite	84.4%	85.1%	0.7%
Lake Tahoe*	72.1%	70.2%	(1.9%)
Washoe County	75.3%	64.9%	(10.4%)
All other counties	68.0%	63.1%	(4.9%)
QUARTER AVG (State)	87.8%	84.1%	(3.7%)

The occupancy levels of Las Vegas, Laughlin, Mesquite, Washoe County and Lake Tahoe are reported by destination marketing organizations. The rural level is based on a survey sample of all other hotel/motel properties throughout the state. All rates are weighted based on total room nights available and room nights occupied (excluding monthly rentals).

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Nights Occupied

The number of room nights occupied.

MONTH	2006	2007	PERCENT CHANGE
July	4,844,997	4,848,013	0.1%
August	4,830,618	4,804,547	(0.5%)
September	4,664,134	4,656,229	(0.2%)
October	4,753,390	4,798,747	1.0%
November	4,300,038	4,325,654	0.6%
December	4,129,048	4,176,528	1.1%

MONTH	2007	2008	PERCENT CHANGE
January	4,396,719	4,342,228	(1.2%)
February	4,270,204	4,367,394	2.3%
March	4,938,291	4,851,780	(1.8%)
April	4,717,228	4,605,092	(2.4%)
May	4,802,607	4,740,854	(1.3%)
June	4,705,157	4,602,094	(2.2%)
TOTAL	55,352,430	55,119,160	(0.4%)

Second Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	11,215,162	11,141,373	(0.7%)
Laughlin	729,214	701,085	(3.9%)
Mesquite	206,024	210,627	2.2%
Lake Tahoe*	155,062	149,546	(3.6%)
Washoe County	1,157,723	1,042,212	(10.0%)
All other counties	761,807	703,197	(7.7%)
TOTAL (State)	14,224,992	13,948,040	(1.9%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Inventory

The number of hotel/motel rooms in Nevada.

MONTH	2006	2007	PERCENT CHANGE
July	178,069	178,715	0.4%
August	178,152	178,341	0.1%
September	178,397	178,542	0.1%
October	178,525	178,607	0.0%
November	176,430	178,712	1.3%
December	177,393	178,656	0.7%

MONTH	2007	2008	PERCENT CHANGE
January	177,834	178,551	0.4%
February	178,082	180,897	1.6%
March	177,889	182,338	2.5%
April	177,823	182,145	2.4%
May	177,887	182,198	2.4%
June	178,422	182,462	2.3%
END OF PERIOD	178,422	182,462	2.3%

Second Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:			
Las Vegas	133,205	136,583	2.5%
Laughlin	10,696	10,657	(0.4%)
Mesquite	2,683	2,706	0.9%
Lake Tahoe*	2,367	2,357	(0.4%)
Washoe County	17,156	17,908	4.4%
All other counties	12,315	12,251	(0.5%)
END OF PERIOD (State)	178,422	182,462	2.3%

Room inventory counts for the quarter represent the number of hotel/motel rooms available for daily rent as of June 30, 2008.

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Room Tax Collections

Dollars shown represent 3/8 of 1 percent, the amount allocated to the state to promote tourism.

MONTH	2006	2007	PERCENT CHANGE
July	\$1,583,503	\$1,739,775	9.9%
August	1,390,641	1,525,089	9.7%
September	1,352,474	1,536,927	13.6%
October	1,443,826	1,489,857	3.2%
November	1,587,669	1,647,801	3.8%
December	1,643,169	1,784,532	8.6%

MONTH	2007	2008	PERCENT CHANGE
January	\$1,479,144	\$1,414,481	(4.4%)
February	1,167,145	1,218,220	4.4%
March	1,536,132	1,614,064	5.1%
April	1,524,091	1,568,777	2.9%
May	1,986,120	1,807,519	(9.0%)
June	1,669,650	1,729,435	3.6%
TOTAL	\$18,363,565	\$19,076,477	3.9%

Second Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County	\$4,743,043	\$4,701,737	(0.9%)
Washoe County	271,981	245,208	(9.8%)
Douglas County*	62,512	60,317	(3.5%)
Elko County	42,424	40,026	(5.7%)
Carson City	11,131	11,551	3.8%
All other counties	48,770	46,892	(3.9%)
TOTAL (State)	\$5,179,861	\$5,105,730	(1.4%)

Note: The remaining 5/8 of 1 percent remains with the county in which it was collected.

*References to Douglas County in this report include the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Gross Gaming Revenue

Statewide gaming revenue (win) is rounded to the nearest thousand and includes credit play.

MONTH	2006	2007	PERCENT CHANGE
July	\$1,039,448,000	\$1,146,006,000	10.3%
August	1,063,347,000	1,016,466,000	(4.4%)
September	984,973,000	1,058,349,000	7.4%
October	1,062,743,000	1,164,875,000	9.6%
November	1,140,745,000	981,124,000	(14.0%)
December	1,062,941,000	1,095,422,000	3.1%

MONTH	2007	2008	PERCENT CHANGE
January	\$1,117,141,000	\$1,064,090,000	(4.7%)
February	1,056,373,000	1,014,824,000	(3.9%)
March	1,054,779,000	1,038,751,000	(1.5%)
April	1,053,250,000	1,000,113,000	(5.0%)
May	1,143,446,000	969,944,000	(15.2%)
June	959,985,000	949,317,000	(1.1%)
TOTAL	\$12,739,171,000	\$12,499,281,000	(1.9%)

Second Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Clark County:	\$2,650,847,000	\$2,466,130,000	(7.0%)
Strip	1,646,973,000	1,523,965,000	(7.5%)
Downtown	158,994,000	149,422,000	(6.0%)
Laughlin	156,644,000	145,590,000	(7.1%)
Mesquite	42,438,000	37,242,000	(12.2%)
County balance	645,798,000	609,911,000	(5.6%)
Washoe County	273,461,000	237,046,000	(13.3%)
Lake Tahoe*	80,755,000	69,308,000	(14.2%)
Elko County	76,114,000	73,636,000	(3.3%)
Carson Valley Area	29,797,000	29,646,000	(0.5%)
All other counties	45,707,000	43,608,000	(4.6%)
TOTAL (State)	\$3,156,681,000	\$2,919,374,000	(7.5%)

*References to Lake Tahoe in this report represent the South Shore hotel-casino area at Lake Tahoe. North Shore statistics are included under Washoe County.

Airport Volume

The number of passengers arriving and departing from Nevada's airports.

MONTH	2006	2007	PERCENT CHANGE
July	4,632,419	4,802,028	3.7%
August	4,579,200	4,822,538	5.3%
September	4,244,786	4,341,997	2.3%
October	4,510,377	4,535,035	0.5%
November	4,290,606	4,216,181	(1.7%)
December	4,227,677	4,086,782	(3.3%)

MONTH	2007	2008	PERCENT CHANGE
January	4,107,566	4,003,239	(2.5%)
February	3,894,751	4,025,903	3.4%
March	4,721,481	4,603,795	(2.5%)
April	4,445,882	4,181,021	(6.0%)
May	4,659,111	4,401,744	(5.5%)
June	4,674,175	4,324,645	(7.5%)
TOTAL	52,988,031	52,344,908	(1.2%)

Second Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
McCarran Int. (Las Vegas)	12,354,763	11,654,977	(5.7%)
Reno-Tahoe Int.	1,285,653	1,128,354	(12.2%)
North Las Vegas	62,972	46,328	(26.4%)
Laughlin/Bullhead Int.	52,502	53,702	2.3%
Elko Airport	14,776	13,577	(8.1%)
Henderson Exec. Airport	8,502	10,472	23.2%
TOTAL (State)	13,779,168	12,907,410	(6.3%)

Passenger counts may or may not include commercial, charter, and scenic tour airline traffic as well as local passengers.

Vehicle Traffic Counts

The number of vehicles entering Nevada by way of interstate, U.S. and state highways.

MONTH	2006	2007	PERCENT CHANGE
July	2,128,997*,**	3,032,027	42.4%
August	2,234,868*,**	2,836,524	26.9%
September	2,077,872*,**	2,408,292	15.9%
October	2,043,367*	2,234,783	9.4%
November	2,015,778*	2,467,237	22.4%
December	2,118,420*	2,447,990	15.6%

MONTH	2007	2008	PERCENT CHANGE
January	1,920,324*	2,092,608	9.0%
February	1,844,965*	2,138,901	15.9%
March	2,073,797*	2,488,722	20.0%
April	1,873,612*	2,321,012	23.9%
May	2,714,662	2,565,340	(5.5%)
June	2,880,588	2,654,991	(7.8%)
TOTAL	25,927,250	29,688,427	14.5%

Second Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
I-15 at Primm/Jean	1,705,602	1,709,381	0.2%
I-15 at Mesquite	1,110,453	993,611	(10.5%)
I-80 at Verdi	954,987**	1,280,765	34.1%
I-80 at Wells	279,193	259,598	(7.0%)
All other entry points	3,418,627	3,297,988	(3.5%)
TOTAL (State)	7,468,862	7,541,343	1.0%

Traffic counts include interstate, U.S. and state highways. Counts may or may not include local traffic.

*Due to road construction on Interstate 80 at Verdi, the traffic totals for July 2006 through April 2007 do not contain any data.

**Due to road construction at various other entry points, the respective traffic totals for July 2006 through September 2006 do not contain any data.

Park Usage

The number of people visiting state and nearby national parks.

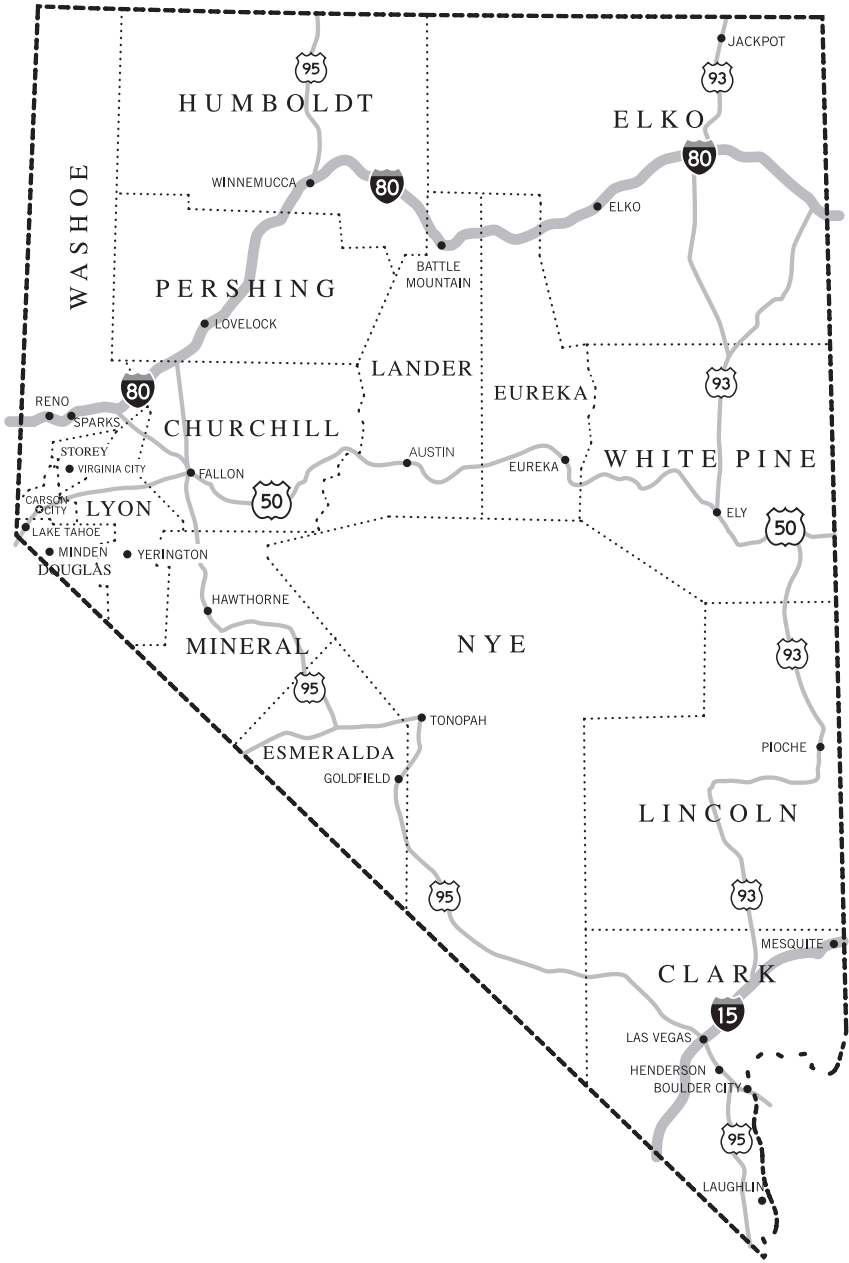
MONTH	2006	2007	PERCENT CHANGE
July	3,484,032	3,579,623	2.7%
August	3,234,921	3,400,301	5.1%
September	2,490,991	2,567,514	3.1%
October	2,126,859	2,118,732	(0.4%)
November	1,359,119	1,396,251	2.7%
December	935,795	1,116,416	19.3%

MONTH	2007	2008	PERCENT CHANGE
January	1,064,904	954,473	(10.4%)
February	1,146,961	1,146,987	0.0%
March	1,745,087	1,930,046	10.6%
April	2,250,617	2,201,929	(2.2%)
May	2,546,432	2,718,531	6.8%
June	3,111,730	3,090,041	(0.7%)
TOTAL	25,497,448	26,220,844	2.8%

Second Quarter 2008 Area Highlights

AREA	2007	2008	PERCENT CHANGE
Nevada State Parks	1,057,304	923,514	(12.7%)
Great Basin Nat. Park	30,564	22,021	(28.0%)
Lake Mead Nat. Rec. Area	2,302,520	2,509,888	9.0%
Hoover Dam Visitor Center	244,916	234,978	(4.1%)
Red Rock Canyon	194,185	225,000	15.9%
Grand Canyon Nat. Park	1,419,002	1,385,060	(2.4%)
Zion Nat. Park	906,315	888,337	(2.0%)
Bryce Canyon Nat. Park	467,194	515,658	10.4%
Death Valley Nat. Park	186,339	232,719	24.9%
Yosemite Nat. Park	1,100,440	1,073,326	(2.5%)
TOTAL (All Parks)	7,908,779	8,010,501	1.3%

Nevada State Map



Information Sources

Carson City Convention & Visitors Bureau

1900 South Carson St., Suite 100
Carson City, NV 89701
775-687-7410 • Fax: 775-687-7416
www.visitcarsoncity.com

Carson Valley Chamber of Commerce

1513 U.S. Hwy 395 North
Gardnerville, NV 89410
775-782-8144 • 800-727-7677
Fax: 775-782-1025 • www.carsonvalleynv.org

Elko Convention & Visitors Authority

700 Moren Way, Elko, NV 89801
775-738-4091 • 800-248-3556
Fax: 775-738-2420 • www.elkocva.com

Elko Regional Airport

975 Terminal Way, Elko, NV 89801
775-777-7190 • Fax: 775-777-7193
www.elkocity.com

Ely Bristlecone Convention Center

150 Sixth St., P.O. Box 958, Ely, NV 89301
775-289-3720 • 800-490-9350
Fax: 775-289-6757 • www.elynevada.net

Fallon Convention Center

100 Campus Way, Fallon, NV 89406
775-423-4556 • 800-874-0903
Fax: 775-423-8926 • www.fallontourism.com

Hawthorne Convention Center

932 E St., P.O. Box 2281
Hawthorne, NV 89415
775-945-5854 • Fax: 775-945-3826
www.mineralcountychamber.com

Henderson Convention Center & Visitors Bureau

200 S. Water St., Henderson, NV 89015
702-565-2171 • Fax: 702-565-2177
www.visithenderson.com

Lake Tahoe Visitors Authority

1156 Ski Run Blvd., South Lake Tahoe, CA 96150
530-544-5050 • 800-AT-TAHOE
Fax: 530-544-2386 • www.bluelaketahoe.com

Las Vegas Convention & Visitors Authority

3150 Paradise Rd., Las Vegas, NV 89109-9096
702-892-0711 • 877-847-4858
Fax: 702-892-2824 • www.VisitLasVegas.com

McCarran International Airport

P.O. Box 11005, Las Vegas, NV 89111-1005
702-261-5211 • 800-261-5704
Fax: 702-597-9553 • www.mccarran.com

National Park Service

1849 C Street NW, Washington, D.C. 20240
202-208-6843 • www.nps.gov/grba

Nevada Department of Transportation

1263 S. Stewart St., Carson City, NV 89712
775-888-7000 • Fax: 775-888-7201
www.nevadadot.com

Nevada Division of State Parks

1300 S. Curry St., Carson City, NV 89703
775-687-4384 • parks.nv.gov

Nevada Department of Employment Training, and Rehabilitation

1929 N. Carson St., Carson City, NV 89703
775-684-3909 • www.detr.state.nv.us/es/es_index.htm

Nevada Gaming Control Board

1919 E. College Pkwy., Carson City, NV 89706
775-687-6500 • gaming.nv.gov

Pershing County Community Center

820 Sixth St., P.O. Box 986, Lovelock, NV 89419
775-273-7144 • 888-273-3200
Fax: 775-273-7647 • www.zplace2b.com/pccofo

Reno-Sparks Convention & Visitors Authority

4590 S. Virginia St., Reno, NV 89504
775-827-RENO • 800-FOR-RENO
Fax: 775-827-7746 • www.visitrenotahoe.com

Reno-Tahoe International Airport

2006 E. Plumb Lane, Reno, NV 89502
P.O. Box 12490, Reno, NV 89510
775-328-6400 • Fax: 775-328-6510
www.renoairport.com

Tahoe-Douglas Chamber of Commerce

195 U.S. Hwy 50 at Roundhill, P.O. Box 7139
Stateline, NV 89449
775-588-4591 • Fax: 775-588-4598
tahoe.tahoechamber.org

Tonopah Convention Center

301 Brougner Ave., P.O. Box 408
Tonopah, NV 89049
775-482-3558 • Fax: 775-482-3932
www.tonopahnevada.com

Wendover Area Chamber of Commerce & Tourism

735 Wendover Blvd., P.O. Box 2468
Wendover, NV 89883
775-664-3414 • 800-426-6862
Fax: 775-664-3414 • www.westwendovercity.com

Winnemucca Convention & Visitors Bureau

50 W. Winnemucca Blvd., Winnemucca, NV 89445
775-623-5071 • 800-962-2638
Fax: 775-623-5087 • www.winnemucca.org

